

ABSTRACT OF THE DISCLOSURE

A liquid crystal display including a liquid-crystal display unit having a matrix of multiple pixels. A field of a digital input video signal to be supplied to the liquid-crystal display unit is divided into a plurality of subfields. The voltage of the digital video signal is adjusted per subfield to compensate for change in gamma characteristics of the liquid-crystal display unit. Instead of the voltage, the period of at least one subfield of the video signal can be adjusted for compensating for change in the gamma characteristics of the liquid-crystal display unit.